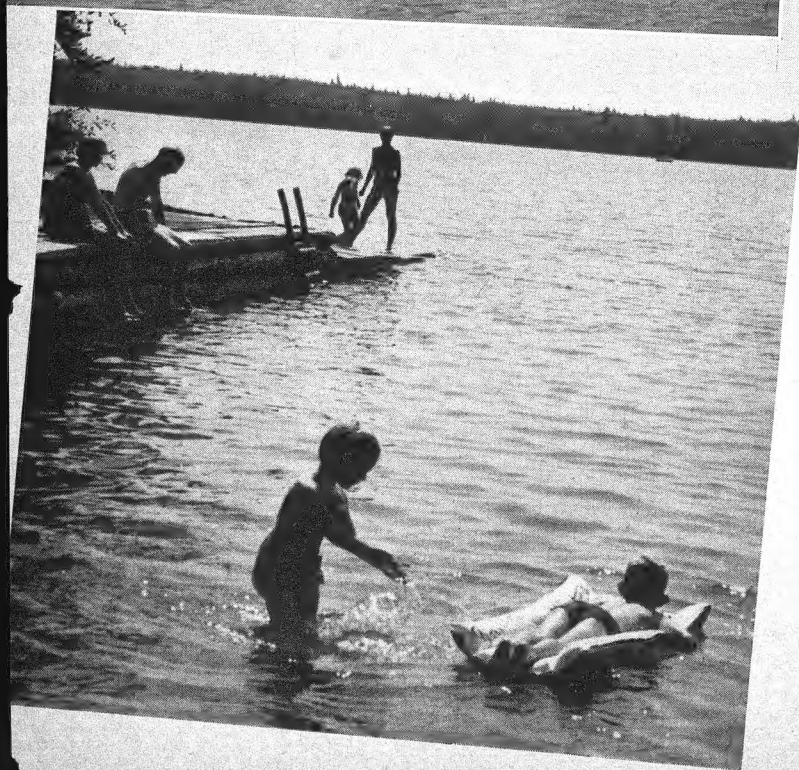
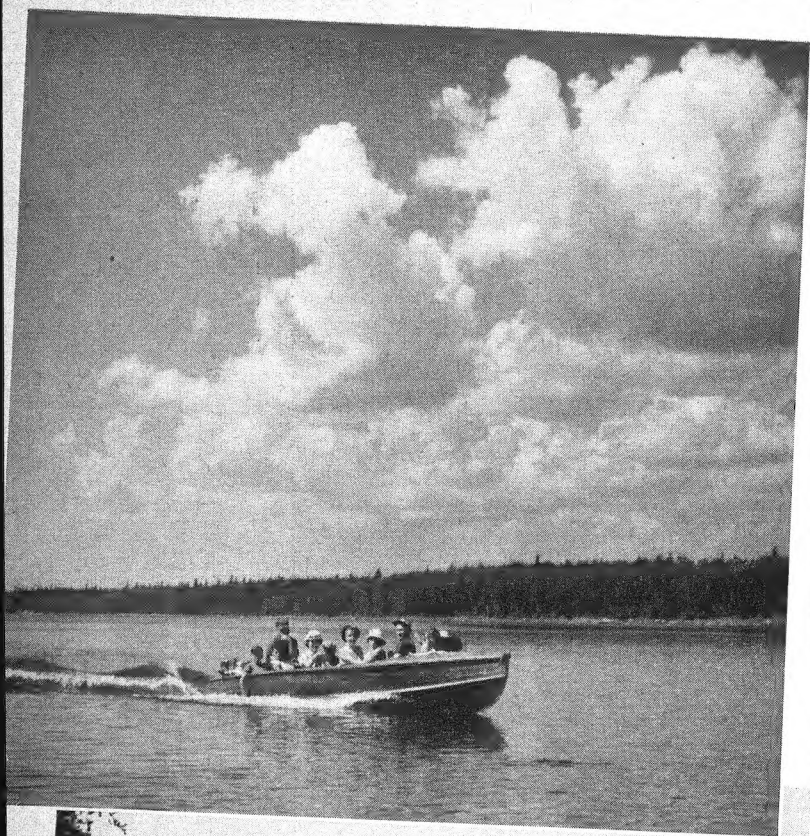


A scenic view of a rocky shoreline with a body of water and a person sitting on the beach. The background shows a large, rocky hillside with sparse vegetation and a few trees. The water is calm, and the sky is overcast. In the foreground, a person is sitting on a sandy beach, looking out towards the water.

Whiteshell *and* Eastern Manitoba

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CHAMBER OF COMMERCE

READ **What-to-See—Where-to-Stay** AND
STUDY THE **Map** ON THE INSIDE PAGES



Whiteshell *and* Eastern Manitoba

A NEW RECREATIONAL development is springing up on the shores of Falcon Lake.

Each year, dozens more cottagers decide to make the Whiteshell Forest Reserve their permanent summer home.

In many places, activity is great.

But over all, the Whiteshell retains the peaceful greenness of the days when its hills and rivers knew no man save the mighty Ojibway.

There was a stillness in the land of those days—a stillness that only lake and forest could know. But at times the eerie still was pierced and shattered by the rolling echoes of ceremonial tom-toms which travelled vast miles to carry the meeting call to the Ojibway brave.

By canoe and by trail, by pairs and in hundreds, they travelled from their hunting grounds to the sacred spot on the shores of the Whiteshell River.

There, on smooth granite outcroppings, strange stone mosaics of sacred meaning were laid out. There were snakes and birds, turtles and tribal marks. It was around these stones that the dancers wove their magic patterns to the rhythm of the drums.

That was the Whiteshell of many years ago. The Whiteshell of today has had its tom-toms muffled by a hundred years and a million trees, but it still has the air of excitement—an excitement which stems from cool, crystal clear lakes, fighting fish, verdant forests filled with fragrant flowers and from the wild life which scurries today from the sound of the visiting automobile as it once scurried from the penetrating sound of the drums.

Where yesteryear there was but an Indian trail or a portage as the only route to the ceremonial spot, today there is a modern road winding its way around the picturesque lakes through the heart of the forest, up over hills of granite and on into valleys thick with green richness.

Other roads reach out to many parts of the Whiteshell, bringing the traveller deep into the Precambrian wilderness.

WHITESHELL INN

N. Grapentine

On Brereton Lake. Housekeeping cabins \$4.50 to \$6 a day, \$22.50 to \$28 a week. Groceries, lunch booths. Boats. Motors \$5.50 a day, \$15 a week. Swimming, vacation camp. Northern pike, perch, walleye.

RENNIE P.O.

— MANITOBA

Brereton Lake Tourist Camp

Fred Brown

On south shore of Lake Brereton. Light housekeeping cabins. Swimming, fishing, grocery store, tackle. Rates—\$4 to \$6 per day, \$20 to \$25 per week. Boats \$2 per day, motors \$3 per day.

RENNIE P.O.

— MANITOBA

BACKWOODS CABINS

A. Bellemare

On No. 1 highway in the Whiteshell. Full or central plumbing. Good beach. Swimming, boating, fishing. Groceries or restaurant facilities. Dance hall nearby. Rates—\$5.50 to \$10 per day, \$30 to \$50 per week.

WEST HAWK LAKE Phone 301 Ring 2 MAN.

LAKESIDE CABINS

Adolph Zimmerman

Housekeeping cabins accommodating five or six people. Swimming, fishing, boating, groceries, restaurant. Dance hall nearby. Northerns, trout, bass. Boats and motors available. Cabins \$5 per day, \$30 per week including linen, ice water and electric lights.

WHITESHELL P.O.

— MANITOBA

TONIATA LODGE

E. J. Schindler

On Falcon Lake. Tennis, swimming, boating, fishing, vacation facilities. Housekeeping cabins. No meals. Ice supplied. Linen extra. Rates per day—\$4 to \$6 50; per week \$20 to \$40. Boats 50 cents to 75 cents per hour, \$3 to \$5 per day, \$10 to \$20 per week. Motors \$1.50 per hour, \$5 per day.

WHITESHELL P.O.

— MANITOBA



Ancient Rock

Past Brereton Lake with its many islands and panoramic sunsets, a road stretches to the Winnipeg River and turns westward to link with Seven Sisters Falls and the highway to Lac du Bonnet and Pointe du Bois. Many impressive granite and evergreen-bordered lakes are along the route.

Other side-roads link Falcon Lake and run around Caddy and West Hawk Lakes. Each year the roads and trails are extended to reveal a little more of the Whiteshell.

From his solitary tower 60 feet above the granite shores of West Hawk Lake, the forest ranger commands an awe-inspiring, unrestricted view of cliffs, pines and sparkling waters. His view covers the southeast section of Manitoba's Whiteshell Forest Reserve.

The West Hawk Lake tower is located three miles from the provincial boundary. West Hawk Lake itself is a large body of crystal-clear spring-fed water with fine sand beaches, well-treed camping ground and good cabin accommodation around its shore. The lake is well known for its smallmouth bass and lake trout fishing but offers other species of fish to the persistent angler. In some spots the shore slopes gently down to the water's edge while in others the granite cliffs rise to a height of 50 feet or more—straight up out of the water. Reflected in the deep blue of the lake, the pines seem to grow down into the depth as well as up to the sky.

PENGUIN CAMP

Gordon Hamilton

On Falcon Lake. Swimming, boating, fishing, housekeeping cabins, central lounge, boats and motors available. Grocery store, gas pumps. Rates \$4.50 to \$6.50 a day, \$25 to \$38.50 a week. Boats \$2.50 to \$6 per day, motors \$5 per day.

WHITESHELL P.O.

—

MANITOBA

RIVERVIEW CABINS

Fred Henschell

On Brereton Road from Seven Sisters into Whiteshell. Hunting, fishing, family vacations. Linen and ice supplied. Cabins \$5 to \$6 daily, \$25 to \$30 weekly. Boats 25 cents and 50 cents an hour, \$2 to \$4 a day, \$10 and \$15 a week. Motors 50 cents an hour, \$4 a day, \$20 a week. Guides \$1 an hour, \$8 a day, \$45 a week.

RIVER HILLS P.O.

—

MANITOBA

BARRIER BAY CAMP

Norm Smith

On Dorothy Lake, east of Seven Sisters. For family and fishermen alike. Housekeeping cabins in knotty pine, electric lights. Groceries, boats, motors. Gas available.

SEVEN SISTERS P.O.

—

MANITOBA

NUTIMIK LODGE

Mike Wilson

On Seven Sisters Road along Nutimik Lake. Hunting, fishing equipment provided. Gas, groceries, ice. Running water in cabins. Rates \$5.50 per day, \$30 per week. Large cabins \$6.50 per day, \$35 per week. Boats \$2 a day, motors \$2.50 a day.

SEVEN SISTERS P.O.

—

MANITOBA

BETULA BAY CAMP

Laura and Bill Smith

Family vacations, hunting and fishing. Housekeeping cabins, linen and ice supplied. Electric light, groceries, gas and oil, fishing supplies, spring water, tent and trailer camp grounds. Fish on Whiteshell and Rennie Rivers, Betula and Heart Lakes. Boat service at Rennie R. bridge. Annual Big Fish Derby.

RENNIE P.O.

—

MANITOBA

To the south of West Hawk Lake lies Falcon Lake, known far and wide for its walleye and northern pike. This lake reaches out its long finger toward the boundary to the short portage connecting it with High Lake, which straddles the provincial border, and produces lake trout for the spring and summer angler.

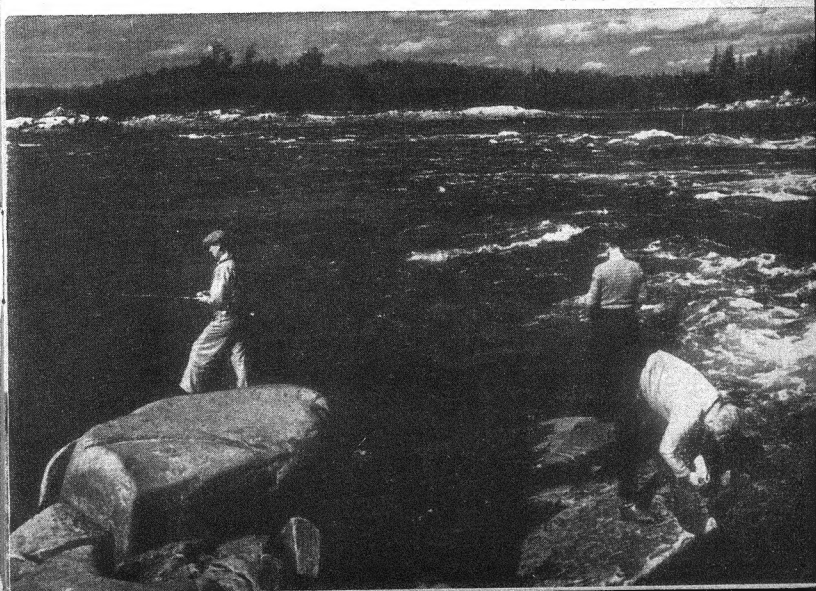
Nearby Camp Lake and Lyons Lake, heavily stocked with rainbow trout, offer the fly fisherman the queen of the trout family.

Other fine fishing spots—Dorothy, Eleanor, Nutimik and Betula Lakes—are a network forming part of the mighty Winnipeg River. Besides fish, they are remarkable for their cool, clear beauty and the green panorama of their shores. Along them, many well-equipped tourist camps and lodges have sprung up to cater to the fisherman and his family.

The network of lakes and rivers set by nature in the Whiteshell provides innumerable fascinating canoe routes. Famous in its own right as a fishing spot, Caddy Lake is a popular launching point for picturesque routes through South Cross, Sailing, Mallard and Crow Duck Lakes to most corners of the park. Two routes lead to the Winnipeg River: by way of Whiteshell and Crow Duck Lakes, or through Lone Island, Jessica, White and Betula Lakes. These are but two of the many entrancing waterways. The Whiteshell offers quiet streams, rushing rapids, spruce-bordered bays and many lakes, each with its own charm.

All of these southern lakes—West Hawk, Falcon, Star, Caddy—are located in game preserves. The animals

Fisherman's Paradise





seem to know that here is an area where man will protect them, for deer are common visitors in the camps and along the roads. Even along the highways, as they wind their way around the lakes, animals are a common sight. But there are other sites just as enjoyable—such as the high rock cuts, trickling streams, the patches of enticing blueberries or the famous Lily Pond.

The power-laden Winnipeg River is tops for angler or canoeist. Jumping, fighting fish are in the river and connected lakes—lots of them, yours for the taking. Two fine lodges are right on the river.

A large lake, fine for fishermen but ideal for family vacations, is scenic Big Whiteshell. Jessica Lake leads to the wild rice beds and White Lake is another scenic fishing spot. All have tourist facilities located on them.

Gleaming white buildings set amid the towering granite cliffs and spruce trees of the Whiteshell house one of Manitoba's largest trout hatcheries—a veritable trout farm. Established to improve sport fishing in the province, this Whiteshell Trout Hatchery supplies Manitoba lakes with virile young trout lively enough to tempt the most sophisticated angler. The season of this trout farm begins toward the end of September, during spawning season, and from the time that thousands of tiny eggs reach the hatchery until they are carried away as young trout, visitors are presented with a continually changing program of activities. Lake trout are not naturally found in any of the lakes in western Manitoba, but since their introduction in Clear Lake and East Blue Lake, their growth has been spectacular.

The Whiteshell is the happy holiday-land for campers. A thousand square miles of natural beauty—cool waters and clear skies, brilliant sunshine and refreshing nights,

Fun On The Water



PINEWOOD LODGE

Mass. and Alice Haddad

On Dorothy Lake, 15 miles east of Seven Sisters. Fishing, hunting, swimming, boating. Housekeeping cabins with electricity. Gas, groceries. Cabins \$4 to \$6 daily, \$20 to \$30 weekly. Boats 50 cents per hour, \$2 to \$4 per day, \$7 to \$10 per week. Motors \$1 an hour, \$3-\$5 a day, \$15-\$20 per week.

**WRITE VIA SEVEN SISTERS P.O. OR
465 CENTENNIAL ST. — WINNIPEG, MAN.**

OTTER FALLS CAMP

Steve Kondratuk

On Eleanor Lake, 15 miles from Seven Sisters. Swimming, fishing and hunting. Housekeeping cabins. Rates \$4 to \$7 a day, \$21 to \$35 a week. Lunch bar meals 75 cents to \$1.75. Boats \$2 to \$4 a day, motors \$5 a day. Guides \$1 per hour.

SEVEN SISTERS P.O. — MANITOBA

RAINBOW FALLS LODGE

Jack Alexander

On White Lake in the heart of the Whiteshell. Fishing, hunting, swimming, boating. Housekeeping cabins, electric lights. Boats, motors, camp grounds, general store. Boat service in Cabin Lake, Lone Island Lake, Rennie Bridge. Per day \$4 to \$8, per week \$22 to \$40.

RENNIE P.O. — MANITOBA

ARMSTRONG CABINS

Vacation, hunting and fishing camp on Big Whiteshell Lake. Light housekeeping cabins—\$4 to \$8 a day, \$25 to \$40 a week. Boats \$1.50 a day. Motors \$3.50 a day. Guides \$10 a day.

**WRITE A. ARMSTRONG,
700 GREAT WESTERN BLDG., WINNIPEG, MAN.**

BIG WHITESHELL LODGE

Ken and Dode MacKenzie

Fishing, hunting, sandy beach, swimming, housekeeping cabins and boats, electricity, running water in cabins, central toilets, showers and washing facilities. Located 23 miles north of Rennie on all-weather road. We supply anything from Aspirin to outboard motors.

RENNIE P.O. — MANITOBA



Wildlife Abounds

rugged forests and a perfect site to pitch your tent. Here is something different! The sportsman who would like to get away from it all can pack his tent into a canoe, load his grub-box and fishing tackle case and take to the woods! It's as easy as that.

Or, if the whole family wants the pleasure of the outdoor life, the Whiteshell has many sites where Ma, Pa and all the kids can come and pitch a tent or live in a cabin. All conveniences are available—garage service for the car and restaurants with good food. Or, if you like to do your own cooking, stores that carry a full line of groceries are nearby. Boats and canoes for fishing and fun, swimming and other outdoor sports round out the vacation in the refreshing outdoors.

Moose, caribou and deer all roam the area in good numbers. It is not uncommon to count a dozen or more deer in a half-hour drive. In addition, lakes with wild rice beds have become havens for the many birds winging their way south for the winter. Wild fowl and smaller birds are plentiful. The government goose sanctuary at Rennie does its part in insuring that the supply will last.

BARNEY'S

Kanuchuan Rapids Fishing Camp

at GOD'S LAKE, Man.

Speckled and Lake Trout
Walleye, Northern Pike

FOR INFORMATION WRITE OR WIRE
BOX 50 — KENORA, ONT.

JESSICA LAKE CAMP

W. A. Scarfe

Hunting, fishing and vacation camp. Light house-keeping cabins \$5 to \$7 a day. Boats \$2 a day, motors \$3 a day. Guides available. Groceries, meats.

RENNIE P.O.

— **MANITOBA**

INVERNESS FALLS

On north end of Lake Brereton. Light housekeeping cabins, linen supplied. Rates \$4 per day, \$25 per week. Boats \$2 per day. Fishing. Groceries, ice.

WRITE J. MALLETTE, 634 JESSIE AVE.

WINNIPEG 9

— **MANITOBA**

EAGLE NEST LODGE

Located on the Winnipeg River in the northern Whiteshell. All-inclusive rates — \$20 daily per person, \$125 weekly. Transportation via Central Northern Airways from Lac du Bonnet to lodge. Fishing for walleyes, great northern pike, lake trout, smallmouth bass, perch, goldeyes.

WRITE RAY WILSON, 420 ST. MARY'S RD.

WINNIPEG 8

— **MANITOBA**

PINE ISLAND LODGE

V. J. Burgess

Located 22 miles up the Winnipeg River from Pointe du Bois. Hunting, fishing, swimming, boating. Transportation provided from Pointe du Bois. Dining room, boats, motors. Package plan—\$125 full week—everything included. Daily \$25 per person.

POINTE DU BOIS

— **MANITOBA**

CORNELL'S CAMP

Stan Cornell

On Bird River road along shore of Lac du Bonnet. Hunting, fishing, bathing. Housekeeping cabins. We supply linen, ice, motors, boats, guides.

LAC DU BONNET

— **MANITOBA**

There is a variety of small-sized wildlife as well as big game. Beaver, muskrat and fox make the park their playground. Beaver, as a matter of fact, become so plentiful that it is often necessary to trap them in wire "suitcases" for transport to more northern regions, where they can dam the rivers without upsetting man's handiwork. Many a camera enthusiast has returned from the Whiteshell with a fine reel of movies.

Hunting, in season, is allowed in the northern section of the park, but the southern portion is set aside as a game preserve. Wildlife, like the forest itself, is well protected to retain naturalness for the pleasure of citizen and visitor.

The Ojibways chose the Whiteshell because of its rugged beauty, its central location and its abundance of wildlife. Huge ceremonial mosaics of snakes, turtles, and other creatures were laid out. Discovered in 1935 by a trapper, these are among the most perfectly preserved examples of Neolithic art on the continent, and they're unique to Manitoba. The most accessible of these lies some three miles north of Betula Lake, between the road and the Whiteshell River.

La Verendrye, the great French explorer of inland Canada, was the first white man to travel through the Whiteshell. He went down the Winnipeg River in 1734 on one of his western journeys. In 1870 Colonel Wolseley also found the river's turbulent waters useful in speeding his force of 1,200 men and supplies to relieve the Red River settlement (now Winnipeg), harassed by the Riel Rebellion.

The railway pushed through the Whiteshell in 1884, but it was not until the highway was opened in 1932 that the natural recreational resources of the park became well known. Since then the Whiteshell has become heralded as Manitoba's finest "provincial park", popular with vacationists throughout North America. They call it "a breath of the north that comes down to meet you."

Besides the Whiteshell, the area contains other bodies of water—like the wonderful Bird River—that offer fine fishing in beautiful natural surroundings.

Eastern Manitoba is an angler's paradise. Almost everywhere there are fighting northern pike and wall-eyes. Many lakes contain smallmouth bass and lake trout as well.

But eastern Manitoba is holidayland not only for the fisherman. The whole family is assured of holiday fun. Beaches, scenery, camping, boating and other recreational facilities are there for the taking. All over the area, up-to-date tourist camps cater to the holidayer.

Somewhere in eastern Manitoba, somewhere in the Whiteshell with its thousand square miles of lakes and rivers and forest, there's an ideal vacation spot for you.

